

C A T C H T H E H E A R T

Corporate Profile



TAITO[®]

Exhibit A

**“Catch the Heart” - We aim to create “play”
that captivates the human heart.**

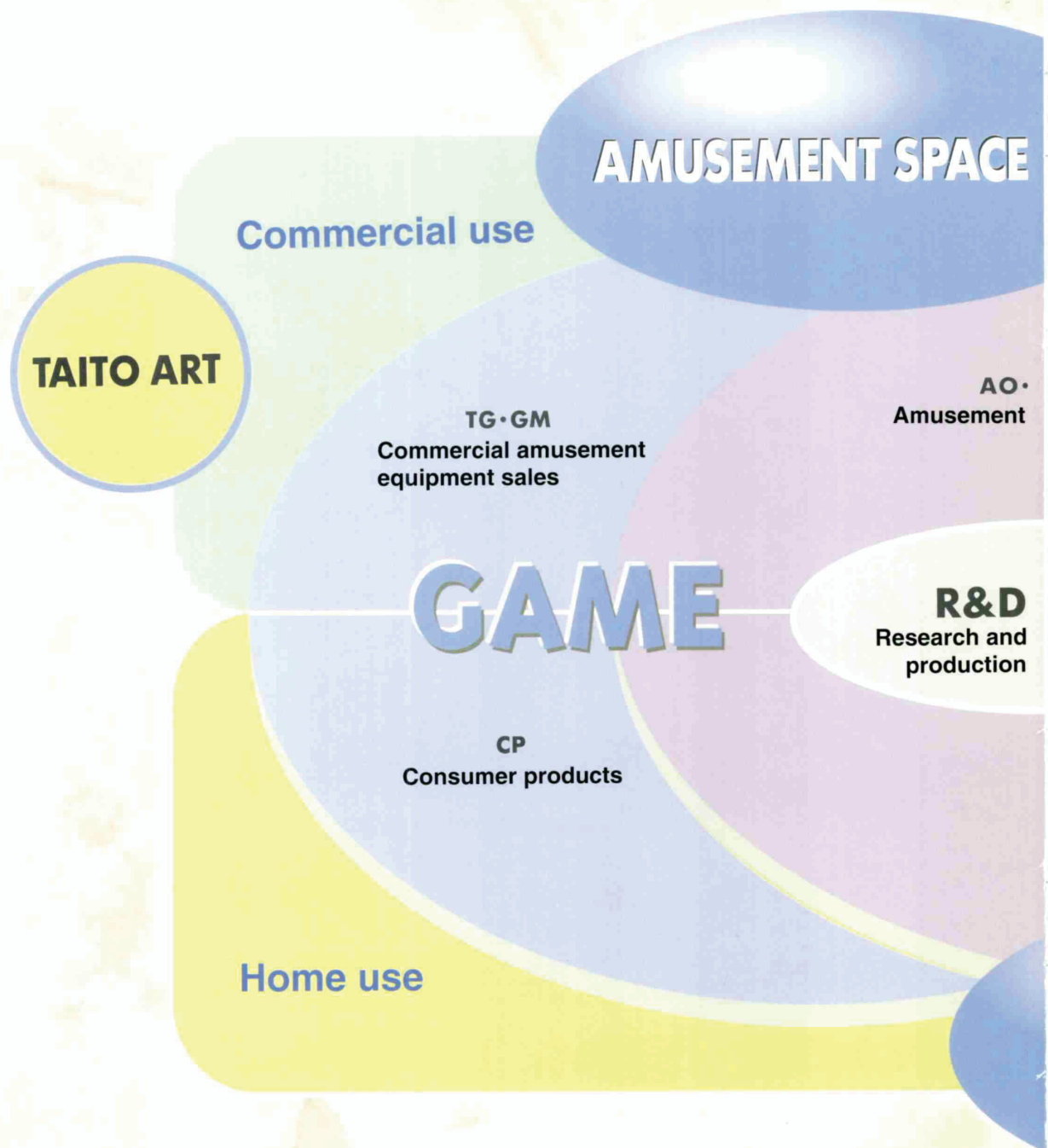


The "desire to play" equals INFINITY. TAITO is the choice for amusement in our multimedia era.

"Homo Ludens (the person who plays)" - A long time ago a scholar defined humanity in this way; a human being is human precisely because s/he plays. In any era, children develop their humanity through play, and even after they grow up, play is an important element of their lives - providing fulfillment as a person, and helping them enjoy the act of communication. With the limitless advance of technology, we create a more fulfilling society, and the desire of people to have a good time expands indefinitely. The forms of play which people seek out will become more and more diverse. We at TAITO hope to continue to understand this infinite desire to play within people and society, and hope that, as a company, we can continue to offer new forms of play which touch people's hearts. Soon we will be entering the 21st century. Society will move into the era of multimedia. Right now, TAITO is taking its first steps toward the creation of amusements for this new age.



**Our theme is the fusion of
communication and entertainment.**



Our sophisticated information society is based on computers and communications technology, and these forces are causing significant change in the field of amusement as well. The kind of play people are looking for - like 3D and virtual reality - is becoming more sophisticated and complex, and we in the amusement industry will have to take our creativity to a higher level. TAITO has worked its way up, creating a wide variety of amusements, particularly computer games, which are a step ahead of the times. With a backdrop of our strength in technology, we connect data bases with private homes via communication networks, and are expanding our business into the home multimedia field, the main area of which is the karaoke business. The fusion of communication and entertainment - TAITO's theme for the future is achieving the creativity to exploit sophisticated technology in the world of play.

AM
facility operation

AV
Commercial
audiovisual

/QC
development/
groups

KARAOKE

HM
Home multimedia communication services

**KYOCERA
MULTIMEDIA
CORPORATION**

HOME MULTIMEDIA

Into the world of "being there." We are guiding the evolution of amusement with our fertile imagination.

TAITO offers a wide range of amusements to suit the "playful spirit" of a wide range of people - men or women, children or adults. We offer a wide range of facilities: complexes which combine various amusement elements, like advanced sensory games, karaoke and bowling, and spots which are targeted to gain popularity especially among women. Every facility is based on the independent know-how we have developed through long years of experience. We develop businesses to suit the geographical conditions and surrounding environment of local areas throughout the country. Combining our unique strengths in marketing and technology, and our wide range of capabilities - everything from the operation to the development, manufacturing, sale and rental of state-of-the-art amusement equipment - we offer places for people to mingle and enjoy themselves. More fun, more real... Amusement spaces where you can feel your dreams become real, and satisfy your desire to have fun. TAITO is guiding the evolution of amusement, keeping in touch with the changing way people play, and working with our own active imagination and sense of play.



Various types of state-of-the-art amusements, including popular video games and advanced amusement equipment such as sensory simulators, are deployed via a nation-wide network.

AMUSEMENT & MACHINES

Amusement facility operation • Commercial amusement equipment sales



TILT (Shibuya) A fashionable amusement space, developed primarily by a female staff to capture the heart of office girls, female college students and other young women.



TAITO STATION (Shibuya) In areas like Shibuya which are a center of modern youth culture, we have state-of-the-art urban amusement spaces, based on the "power game park" concept.



TAITO AMUSEMENT CITY (Matsumoto) A combination facility which brings together four major amusement elements - bowling, games, karaoke and food.



KANAZAWA RENAISSANCE CIRCUS A roadside suburban-type amusement complex. With a large parking area, the complex brings together various types of business around an amusement theme.



GAME WORLD (Shinjuku) An amusement space based on a single theme, "Marine Resort." With different concepts for each floor, it projects bright and healthy images that are accepted by a wide range of people.



FANTASTIC

TAITO delivers a rich variety of software to fascinate the whole family.

Places where people gather are not the only places to have fun. At TAITO we have developed a keen understanding of play and amusement needs through the operation of our amusement facilities, and we have established a consumer products division to offer amusements, which anyone can enjoy anytime, in the form of home game software. We offer a rich variety of game software to fascinate the entire family, young and old - like "Space Invaders" which started the computer game craze in the commercial amusement field, and which still enjoys lasting popularity in the home market. We are also supplying game software for personal computers and striving for cross-overs with the work of fantasy novelists and current celebrities. We excite people with ideas and projects which are increasingly enjoyable and which appeal to their dreams.



Tokyo Toy Show/The exhibition booth for home-use video games is the biggest attraction within the large event hall. TAITO presents many new software titles to fascinate game fans.



In the field.../At retail outlets, we listen directly to people in the field, because this is the key to developing products which meet shop and user needs.



In planning meetings.../Our staff is full of curiosity and playful spirit. In meetings they work out the ideas for the hit products of the future.

GAME SOFTWARE
Consumer
products



Tokyo Shadow/An interactive movie made by combining actual and CG-synthesized images.



DARIUS II/A masterpiece of shooting games highly appraised in many amusement arcades. Two players can play at a time.



Popular game software products from TAITO. We develop a rich variety of home-use game software. Our many hit products are compatible with a variety of hardware types.

EXCITING

With exacting service and high performance equipment, TAITO offers karaoke services with high added value.

At places where people gather, all kinds of ways to have fun arise. People talk, play games and enjoy themselves with friends, and soon enough, they are laughing and singing. TAITO provides the music which is indispensable for person-to-person communication, via karaoke services utilizing a communications network. The familiar "X2000" subscription karaoke system from TAITO already covers over 10,000 song titles. Each terminal has a built-in memory mechanism. With a quick response system for handling requests and with exacting service to quickly distribute new music to each data base and to precisely meet a wide range of requests, the X2000 karaoke system captures the hearts of karaoke fans.



Karaoke Business Fair '95/This Fair brought together, under one roof, the latest products in the karaoke industry. Here too, the TAITO booth featuring the X2000 system was a huge hit



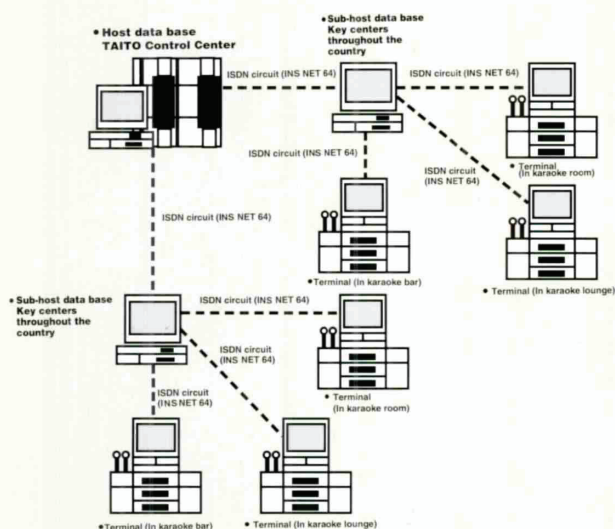
In karaoke rooms...Karaoke is first on the list of popular leisure activities which transcend geographical and generation differences. The X2000 subscription karaoke service, with its motto "Let's XI!", has become a fixture among families and junior and senior high school students in localities throughout the country.



After Five...Karaoke is a cheerful amusement for facilitating communication at parties and business meetings after work



Combination with the BGX2000 system makes the system able to handle a wide range of old favorites (songs controlled by JASRAC)



X2000PRO subscription karaoke terminal/Built to professional specifications for superior sound quality, so you can sing like your favorite artist! This high performance subscription karaoke system has the outstanding sound and picture quality to meet the most discriminating needs.



X2000 subscription karaoke terminal/This terminal employs an ISDN circuit from NTT, and the combination of a high-capacity data base with terminal memory capabilities results in a revolutionary subscription karaoke service with greatly reduced space requirements and cost.



X2000 Voice Champ/A karaoke vocal effect unit that supports singers with various features-in addition to traditional harmonizing and unison functions, it sports TAITO's original Utauma (singing-performance enhancing) MIX, Utauma SOLO, and Super Echo.

HARMONY

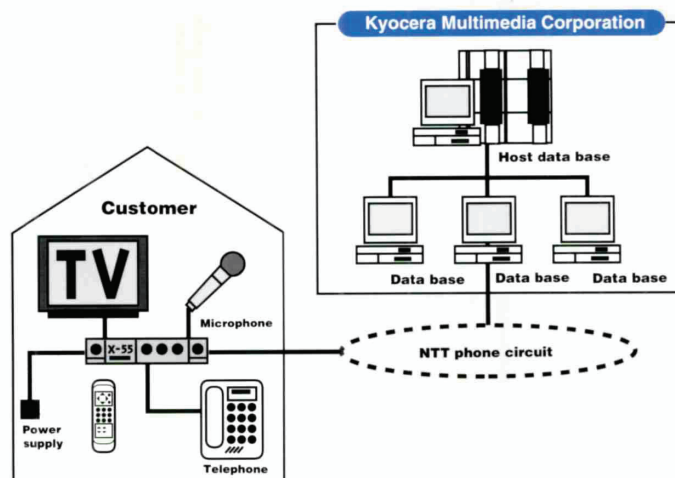
A New-Generation Network

A pioneer in the home-multimedia age

The advanced communication system utilizing computers has finally begin to spread its network even into private homes. The door to the multimedia age has been opened and nowadays when the future has become real, in the amusement field too limitless possibilities are expanding. Images, sounds and letters can be freely communicated through communication networks. The enjoyment from multimedia is that games, movies and information which one would like to enjoy at once and songs which one would like to sing immediately can be easily obtained at homes. TAITO has already stepped into the new field, the home multimedia business with the X-55. TAITO will also lead the multimedia age.



Home multimedia! I'd love to sing that song now... In the era of home multimedia, karaoke, games, information and all types of amusement will be sent directly to the home.



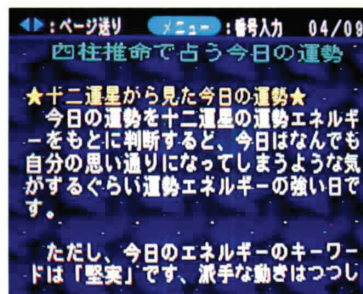
Karaoke Screen/More than 12,000 tunes are in stock. Even the most recently released tunes will be stored in our database within one or two weeks. More than 100 tunes are added every month.



Game screen images/In addition to a variety of game software packages which are popular in both the commercial and home markets, TAITO will distribute on-line original games suited to the home multimedia market. (On-line distribution scheduled to start in December 1995.)



X-55 Terminal/A multimedia system built on TAITO's advanced technologies. Simply manipulating a remote controller, the X-55 offers you much fun.



Information Screen/In addition to news and weather forecast, the X-55 provides more than 1,000 items of information including shopping, travel, leisure activities, music, medical treatment, healthcare, and welfare.

FUTURE

The sources of high quality are a fertile imagination and state-of-the-art technology.

TAITO is immersed in amusement, and for that very reason we incorporate know-how that gives life to people's dreams and playfulness in all stages, from product R&D to production. In creating a new product, we first listen to the voices of our customers in the field, such as amusement facilities and retail shops. Our individualistic researchers then connect this with their own creative ideas, always striving to create forms of game equipment and software which anyone can enjoy. At the production level, we utilize state-of-the-art manufacturing equipment and technology, and apply strict quality control, to ensure a stable market supply of equipment with superior performance. TAITO products are created via a system which integrates everything from R&D to manufacturing and sales, and which is based upon marketing that is in touch with the playful spirit of our era. Thus all of our products have quality and reliability you can count on.



Side by Side/A multi-player competitive driving game, in which commercially available cars appear on the screen, giving the players real excitement of car racing. This game was built on the "JC System," TAITO's new real-time CG technology.



Game equipment development/Fresh and attractive visuals are the heart of a game or machine. Our staff has a thorough mastery of CG, and proceeds with development by forming project teams on various themes.

R & D, QC
Amusement equip-
ment development
and production



Prototype inspection/A prototype completed as a sample is subjected to rigorous inspection from every angle. Gradual accumulation of improvements leads to a finished machine with superior performance.



Production and assembly/TAITO has built a quality control system for maintaining outstanding product quality from the standpoint of both hardware and software. The operation of production lines is timed to meet market needs.



Design development/We appeal to the sensibility of our users through more effective design, which showcases the excellent performance and fun of our amusement equipment.



Ebina Factory/This center brings together more than 500 researchers, engineers and experts in various fields. This is our core technological facility, with an integrated system for conducting everything from R&D to development.



Sound development/Sound development, exploiting various sound sources and effects, adds a dimension of greater presence to game visuals.

TECHNOLOGY

From every angle, TAITO is approaching the creation of new and unique forms of play.

The places where modern people-Homo Ludens-enjoy themselves have become multi-colored. Anywhere people get together or anywhere people go and various places or spaces conceal possibilities to become playgrounds. For example, some people walk in the streets searching for a virtual reality space that would satisfy their curious demand for an imaginary world or others set out on a trip searching for a world with an unusual daily life, and these may be the sign of the needs of modern people wanting to make everywhere in this world to be their playgrounds. Accordingly, TAITO is promoting unique and multi-colored activities and is approaching from various angles to produce new types of enjoyments through its construction business which ranges from planning to designing and constructing of various facilities that produce play spaces, through its travel agency that broadens play spaces, through its insurance agency which prepares perfect plans to cope with unpredictable situations which may occur at play spaces, etc. Moreover, the information obtained from these businesses are fed back in various forms for coloring the feeling of amusement of TAITO to become more rich that responds to the playful minds of modern people who are seeking for more excitement.



Space production/We produce a variety of architectural spaces, from the standpoint of persons who normally use them. Our experienced core staff of architectural design specialists works on non-commercial facilities as well, such as corporate conference facilities and employee dorms.



SAY TAITO Shirakawa/Naturally TAITO can handle planning, design and construction of game facilities. But we also can handle a wide variety of other architectural spaces.



VOICE! YOU (Nishinomiya)/Located in a business district in the city center, this karaoke and party space is popular among both male and female office workers who want to enjoy themselves after work in a smart, adult atmosphere.



TAITO Station (Fukuoka)/An urban type amusement space. TAITO ART also participated in creating this powerful and dynamic space furnished with large scale amusement equipment.

AROUND TAITO
Affiliated
companies
(TAITO ART)



The experience of coming into contact with other cultures, with the people and history of an unfamiliar nation, is the foundation of travel. We offer plans that stay in step with the progress of the era of leisure.



TAITO TRAVEL/We aim to make every destination on the globe into an arena for play. TAITO TRAVEL offers highly satisfying travel experiences - everything from various types of package tours to uniquely planned original tours.



INSURANCE AGENCY/TAITO has prepared perfect plans to handle promptly and appropriately unpredictable situations in the playground.



PRODUCE

With our amusement network, we point the way to the multimedia society of the 21st Century.

The world of amusement is alive in the lifestyles of people today.

Amusement facilities of various types offer new types of play, such as those that allow people to have virtual experiences of future society. Increasingly high-tech home-use amusement equipment is also playing a role as an easily understood tool for introducing multimedia. In this way, amusement is providing a door to the future.

At TAITO we regard each amusement facility as a communication base for direct contact with the customer. We obtain information on customer needs through our facilities, and then make use of what we learn in developing new game and karaoke products and in planning new facilities that meet customer needs.

Our innovative products and services are based on know-how accumulated in this way. We have continually led the industry by providing a stable and constant supply of the amusements people love.

We are readying ourselves for the future - for the rapidly approaching information and communications network society - expanding the commercial subscription karaoke system which we pioneered into the home market, and working toward the distribution of games and other software via this network.

Through our amusement business, based on user-friendly karaoke and games, we aim to make state-of-the-art communications technology a widely available fixture of life, thereby contributing as a corporation to the creation of the society of the future.

I believe that it is our duty to guide everyone to the multimedia society of the 21st Century. I hope that, in the future as well, you will get to know our company better, and will lend us your support.

Koichi Nakamura
President



CORPORATE INFORMATION

History



Sales Trends

• Sales Growth (unit: one million yen)

1992/3	1993/3	1994/3	1995/3	1996/3
82,132	93,209	93,585	90,956	74,906

• Growth in Ordinary Profit (unit: one million yen)

1992/3	1993/3	1994/3	1995/3	1996/3
8,104	5,921	6,283	2,847	(5,596)

• Growth in Current Net Profit (unit: one million yen)

1992/3	1993/3	1994/3	1995/3	1996/3
4,159	3,092	2,869	1,153	(9,513)

Business Office Network

- Head Office: 2-5-3 Hirakawa-cho, Chiyoda-ku, Tokyo 102, JAPAN Tel: 03-3222-4825
- Central Research and Development Laboratory: 50 Takada-cho, Kohoku-ku, Yokohama City, Kanagawa Prefecture 223, JAPAN Tel: 045-593-7100
- Ebina Factory: 250 Shimo-Imaizumi-cho, Ebina City, Kanagawa Prefecture 243-04, JAPAN Tel: 0462-35-9500
- Branch Offices: Sapporo, Sendai, Kumagaya, Shinjuku, Ikebukuro, Nagoya, Kanazawa, Osaka, Hiroshima, Matsuyama and Fukuoka
- Main Subsidiaries and Affiliated Companies:
 - Subsidiaries:
 - TAITO ART COMPANY, LIMITED 2-5-3 Hirakawa-cho, Chiyoda-ku, Tokyo 102, JAPAN Tel: 03-3222-4861
 - Affiliated Companies:
 - Kyocera Corporation 5-22 Inoue-cho, Higashinokita, Yamashina-ku, Kyoto City 607, JAPAN Tel (Main): 075-592-3851
 - Kyocera Multimedia Corporation 2-7-4 Hirakawa-cho, Chiyoda-ku, Tokyo 102, JAPAN Tel: 03-5275-0055

TAITO®

Company Outline

Trade Name: Kabushiki-kaisha TAITO (English name: TAITO CORPORATION)
Established: August 24, 1953
Capital: 6.4 billion yen (as of July 1, 1996)
President: Koichi Nakamura
Head Office: 2-5-3 Hirakawa-cho, Chiyoda-ku, Tokyo 102, JAPAN
Business Network: 10 blocks, 152 business offices and 8 centers at key cities throughout Japan
Employees: 2,334 persons (as of July 1, 1996)
Sales Amount: 74.9 billion yen (as of July 1, 1996)
Bankers: Sanwa Bank Ltd., Tokai Bank Ltd., Sakura Bank Ltd., Tokyo Mitsubishi Bank Ltd., Tokyo Trust & Banking Co Ltd., and others
Nature of business: ● Development, manufacturing sale and rental of amusement equipment
● Planning, operation and operation consulting for amusement facilities
● Development, manufacturing, sale and rental of audio-visual equipment
● Development, manufacturing and sale of computer software products
● Development, manufacturing and sale of multimedia equipment
Fiscal Year: Ending in March
Main Subsidiaries: TAITO ART COMPANY, LIMITED



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Internet homepage <http://www.taito.co.jp/>